

## Claims

What is claimed is:

1. A computer-implemented product design method comprising  
retaining a plurality of product layouts, each layout including one or more image  
containers, each image container having an associated size and position in the layout,  
retaining a plurality of images, each image being associated with one or more  
selection criteria,  
in response to the receipt of at least one selection criterion from a user, providing one  
or more product designs for displaying to the user, the one or more product designs having  
been generated from one or more retained images associated with at least one of the selection  
criteria entered by the user and one or more retained layouts and versions of one or more  
retained images, the versions being automatically sized and cropped to fit the image  
containers in the one or more layouts.
2. The method of claim 1 wherein each retained image has a specified minimum area.
3. The method of claim 1 wherein each retained image has a specified ideal area.